



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Clay, AL

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Southern Satellites	57.9%	Population	14,500	14,566
Rural Bypasses	30.4%	Households	6,080	6,189
Heartland Communities	7.3%	Families	4,269	4,301
Rustbelt Retirees	4.4%	Median Age	40.3	42.0
		Median Household Income	\$32,714	\$35,483

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	43	\$1,153.18	\$7,011,343
Men's	42	\$209.52	\$1,273,865
Women's	40	\$378.31	\$2,300,123
Children's	53	\$217.81	\$1,324,276
Footwear	37	\$177.96	\$1,082,017
Watches & Jewelry	49	\$109.50	\$665,763
Apparel Products and Services ¹	48	\$60.08	\$365,299
Computer			
Computers and Hardware for Home Use	48	\$100.39	\$610,391
Software and Accessories for Home Use	44	\$12.55	\$76,280
Entertainment & Recreation	58	\$2,161.52	\$13,142,047
Fees and Admissions	41	\$251.83	\$1,531,101
Membership Fees for Clubs ²	44	\$72.42	\$440,286
Fees for Participant Sports, excl. Trips	39	\$44.02	\$267,638
Admission to Movie/Theatre/Opera/Ballet	39	\$58.21	\$353,943
Admission to Sporting Events, excl. Trips	43	\$26.25	\$159,583
Fees for Recreational Lessons	40	\$50.59	\$307,559
Dating Services	58	\$0.34	\$2,092
TV/Video/Sound Equipment	54	\$770.68	\$4,685,728
Community Antenna or Cable TV	60	\$440.03	\$2,675,410
Televisions	45	\$133.06	\$808,992
VCRs, Video Cameras, and DVD Players	56	\$18.58	\$112,980
Video Cassettes and DVDs	53	\$34.92	\$212,301
Video Game Hardware and Software	52	\$18.78	\$114,189
Satellite Dishes	77	\$0.85	\$5,183
Rental of Video Cassettes and DVDs	52	\$26.65	\$162,013
Streaming/Downloaded Video	33	\$0.27	\$1,621
Sound Equipment ³	45	\$94.60	\$575,198
Rental and Repair of TV/Radio/Sound Equipment	50	\$2.93	\$17,841
Pets	71	\$313.99	\$1,909,033
Toys and Games	58	\$86.51	\$525,979
Recreational Vehicles and Fees ⁴	90	\$394.85	\$2,400,684
Sports/Recreation/Exercise Equipment ⁵	56	\$121.99	\$741,707
Photo Equipment and Supplies ⁶	56	\$71.92	\$437,289
Reading ⁷	52	\$149.76	\$910,526
Food	56	\$4,639.76	\$28,209,735
Food at Home	57	\$2,798.97	\$17,017,766
Bakery and Cereal Products	58	\$391.51	\$2,380,356
Meat, Poultry, Fish, and Eggs	58	\$714.75	\$4,345,687
Dairy Products	58	\$322.42	\$1,960,295
Fruit and Vegetables	52	\$431.44	\$2,623,125
Snacks and Other Food at Home ⁸	59	\$938.87	\$5,708,303
Food Away from Home	54	\$1,840.78	\$11,191,969
Alcoholic Beverages	44	\$262.33	\$1,594,995
Nonalcoholic Beverages at Home	61	\$271.33	\$1,649,657



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	32	\$328.60	\$1,997,907
Vehicle Loans	67	\$3,898.94	\$23,705,571
Health			
Nonprescription Drugs	71	\$80.15	\$487,310
Prescription Drugs	71	\$403.50	\$2,453,291
Eyeglasses and Contact Lenses	62	\$48.07	\$292,238
Home			
Mortgage Payment and Basics ⁹	48	\$4,372.04	\$26,582,033
Maintenance and Remodeling Services	47	\$970.79	\$5,902,389
Maintenance and Remodeling Materials ¹⁰	76	\$316.36	\$1,923,474
Utilities, Fuel, and Public Services	62	\$2,827.78	\$17,192,912
Household Furnishings and Equipment			
Household Textiles ¹¹	51	\$71.31	\$433,552
Furniture	45	\$294.53	\$1,790,726
Floor Coverings	49	\$47.59	\$289,328
Major Appliances ¹²	62	\$186.64	\$1,134,764
Housewares ¹³	47	\$44.85	\$272,705
Small Appliances	59	\$20.84	\$126,708
Luggage	38	\$3.84	\$23,352
Telephones and Accessories	44	\$18.92	\$115,027
Household Operations			
Child Care	43	\$175.42	\$1,066,528
Lawn and Garden ¹⁴	62	\$264.66	\$1,609,125
Moving/Storage/Freight Express	48	\$25.20	\$153,215
Housekeeping Supplies ¹⁵	60	\$461.36	\$2,805,098
Insurance			
Owners and Renters Insurance	66	\$322.73	\$1,962,213
Vehicle Insurance	59	\$823.24	\$5,005,277
Life/Other Insurance	63	\$363.32	\$2,208,995
Health Insurance	64	\$1,300.24	\$7,905,475
Personal Care Products ¹⁶	55	\$238.77	\$1,451,747
School Books and Supplies ¹⁷	45	\$53.23	\$323,639
Smoking Products	73	\$331.41	\$2,014,953
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	63	\$3,243.00	\$19,717,452
Gasoline and Motor Oil	67	\$1,694.98	\$10,305,477
Vehicle Maintenance and Repairs	57	\$563.91	\$3,428,592
Travel			
Airline Fares	39	\$162.98	\$990,942
Lodging on Trips	50	\$211.02	\$1,283,003
Auto/Truck/Van Rental on Trips	36	\$14.19	\$86,287
Food and Drink on Trips	50	\$234.57	\$1,426,191

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.